



# Sauces, Dips and Condiments in Ecuador

November 2025

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## Sauces, Dips and Condiments in Ecuador - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Product innovation and interest in home cooking boost sales

#### INDUSTRY PERFORMANCE

Sauces, dips, and condiments benefit from home cooking trends

Versatile ketchup leads growth

#### WHAT'S NEXT

Stable growth expected, but expansion will remain limited by low-cost foodservice

Health and wellness could emerge as secondary growth driver for sauces, dips, and condiments

Innovation will present key growth opportunity

#### COMPETITIVE LANDSCAPE

Nestlé's retains leadership with Maggi

Branded players face growing pressure from private label expansion

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Supermarkets retain their dominance

Discounters emerges as fastest growing channel

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## Cooking Ingredients and Meals in Ecuador - Industry Overview

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Ecuador's cooking ingredients market evolves with affordability pressures and changing consumer needs

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Market stabilises amid decline palm oil prices

Home-cooking trend sustains growth in sauces, dips, and condiments

Economic pressures drive value-seeking behaviours

#### WHAT'S NEXT?

Steady but modest growth expected

Smaller family sizes will present new opportunities

Practicality in meal preparation will drive demand for convenient formats

## COMPETITIVE LANDSCAPE

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Private label emerges as a key growth driver

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